## **ORDER**

#100292 Orders Order / Rev: 06809751 Alt Order #: Product Desc: NRSC 2012 Estimate: 10/02/12 - 10/09/12 Primary AE: Flight Dates: Amy McCreary Sales Office: BLPHI Original Date / Rev: 04/13/12 / 09/19/12 Order Type: **GENERAL** Sales Region: National Strategic Media Services, Inc. Name: Agency **Buying Contact:** Billing Type: Cash Broadcast Billing Contact: Billing Calendar: EOM/EOC 3299 K St. NW Billing Cycle: Washington, DC 20007 Agency Commission: 15% 🤲 National Republican Senatorial Comm Advertiser Name: A35+ Demographic: New Business Thru:

115

PLI2,PLI1

**Product Codes:** 

Revenue Codes:

Priority:

10/09/12

Order Separation:

Advertiser External ID: Agency External ID:

\$71,952.50

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	115	\$84,650.00	\$71,952.50	0.00
Totals	115	\$84,650.00	\$71,952.50	0.00

00:05:00

## **Account Executives**

10/01/12

, tooodill Excount to				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

\$84,650.00

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	31%	\$84,650.00
Market	100%	\$273.064.52

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	<b>\$0</b> .00
KINC	0%	\$0.00
KLAS	31%	\$84,650.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$46,420.97
KTUD	1%	\$2,730.65
KVVU	17%	\$46,420.97
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,191.94

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type Spot	ts	Amount
-	E 1	KSNV	10/03/12	10/05/12	M-F 6-7a WakeUp v	w/WagM	6-7a	WTF	- :30	3	\$700.001	0.00 NM	3	\$2,100.00
					M-F 6-7a WakeUp	w/Wagners								
		NEWS												
		<u>Star</u>	t Date I	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
	W	eek: 10/0	01/12 1	10/07/12	WTF	3	\$700.00	0.00						

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Order / Rev:

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Advertiser:

National Republican Senatorial Committe

Alt Order #:

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Product Desc:

NRSC 2012

KSNV

F	lia	ht	Da	tes:
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10/02/12 - 10/09/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	10/03/1	2 10/05/12	M-F 6-7a WakeU	•	6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
NEWS			M-F 6-7a WakeU	p w/vvagners								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	WTF	3	\$700.00	0.00						
E 2 KSNV	10/08/1	2 10/09/12	M-F 6-7a WakeUp	_	6-7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
NEWS			M-F 6-7a WakeU	p w/vvagners								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10	/08/12	10/14/12	MT	2	\$700.00	0.00				<u> </u>		
E 3 KSNV	10/08/1	2 10/09/12	Today Show	CM	658a-9am	MT*	:30	4	\$900.001	0.00 NM	4	\$3,600.00
TODAY	' SHOW		Today Show	2X PEI	R DAY							
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week; 10.		10/14/12	MT	4	\$900.00	0.00						
E 4 KSNV	10/03/1	2 10/05/12	Today Show	CM	658a-9am	WTF	:30	6	\$900.001	0.00 NM	6	\$5,400.00
TODAY	' SHOW		Today Show	2X PEI	R DAY	3						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	WTF	6		0.00						
E 5 KSNV	10/03/1	2 10/05/12	M-F Today Show		9-10a	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
TODAY	SHOW		M-F Today Show	111								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/07/12	WTF	3		0.00						
E 6 KSNV	10/08/1	2 10/09/12	M-F Today Show		9-10a	MT	:30	2	\$425.001	0.00 <b>NM</b>	2	\$850.00
TODAY	/ SHOW		M-F Today Show	' 11								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating	•					
Week: 10		10/14/12	MT	2		0.00						
E 7 KSNV	10/08/1	12 10/09/12	M-F Today Show	lli 4th 13M	10am-11am	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
TOD 41			Today 4th Hour									
	/ SHOW art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	MT	2		0.00						
E 8 KSNV	10/03/	12 10/05/12	M-F Today Show	III 4th ISM	10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
7054			Today 4th Hour									
	/ SHOW art Date	End Date	Mookdaya	Spots/Week	Data	Dating						
Week: 10		10/07/12	<u>Weekdays</u> WTF	Spois/week		Rating 0.00						
·····			Rachael Ray	СМ	11am-12pm	~-WTF	:30	6	\$325.001	0.00 NM	6	\$1,950.00
			Rachael Ray									•
RACHE	≞L art Date	End Data	Mookdaya	Cnoto MAlook	Doto	Dating						
<u>عد</u> Week: 10		End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week 6	and the second second	<u>Rating</u> 0.00						
E 10 KSNV			Rachael Ray	CM	11am-12pm	MT	:30	4	\$325.001	0.00 NM	4	\$1,300.00
			Rachael Ray									
RACHE		Fool Data	Monkdova	Constatible ale	Data	Dation						
<u>Տա</u> Week: 10	art <u>Date</u> 1/08/12	End Date 10/14/12	<u>Weekdays</u> MT~~~~	Spots/Week 4		Rating 0.00						
E 11 KSNV				СМ	12-1230pm	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
			Noon News		•							
NEWS		End D-1-	Monkdaya	Conta AM1	D-4-	Dating						
Sta Week: 10	art Date 1/08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2		Rating 0.00						
E 12 KSNV				CM	12-1230pm	WTF	:30	3	\$425.001	0.00 NM	3.	\$1,275.00
			Noon News		pp.			•	÷	2.00 14191		ψ1,m10.00
NEWS												
	art Date	End Date 10/07/12	<u>Weekdays</u> wTF	Spots/Week 3	· —	Rating						
Week; 10 E 13 KSNV			bi 1 1	CM	\$425.00 1230-1p	0.00 WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
F 10 KOMA	(0/03/	12 10/00/12		CIVI	1500-1h	WIL	.50	3	ψυΖυ.00 Ι	O.OO INIVI	3	φ9/0.00

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National Republican Senatorial Committe

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Product Desc:

Flight Dates:

10/02/12 - 10/09/12

Estimate:

NRSC 2012 KSNV

Ln Ch	Start	End	Inventory Code		Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type 8	Spots	Amount
	,		The Agenda 1230 The Agenda 1230									
AGEND	Α		The rigoriaa Theo	p,iii								
· · · · · · · · · · · · · · · · · · ·	rt Date	End Date		Spots/Week	Rate	Rating				- 1		
Week: 10/9		10/07/12	WTF The Agenda 1230	om CM	\$325.00 1230-1p	0.00 MT	:30	2	\$325,001	0.00 NM	2	\$650.00
E 14 KONV	10/00/1	2 10/09/12	The Agenda 1230		1230-1p	M1	.50	۲.	ψυ2υ,υψ (	0.00 14101	2	ψ000,00
AGEND												
<u>Sta</u> Week: 10/	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
E 15 KSNV			The Doctors	CM	2pm-3pm	MT	:30	2	\$325,001	0.00 NM	2	\$650.00
			The Doctors		• •							
DRS	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/14/12	MT	<u>3pots/week</u> 2	\$325.00	0.00						
E16 KSNV		2 10/05/12	The Doctors	СМ	2pm-3pm	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
DRS			The Doctors									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/07/12	WTF	3	\$325.00	0.00						
E 17 KSNV	10/03/1	2 10/05/12	Dr. Phil	СМ	3-4p	WTF	:30	6	\$450.001	0.00 NM	6	\$2,700.00
PHIL			Dr Phil									
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/07/12	WTF~-	6	\$450.00	0.00						
E 18 KSNV	10/08/1	2 10/09/12	Dr. Phil Dr Phil	CM	3-4p	MT	:30	4	\$450.001	0.00 NM	4	\$1,800.00
PHIL			DI FIIII									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				L		
Week: 10/		10/14/12	MT	4	\$450.00	0.00	-00		4700 000	0.00.10.1	_	** ***
E19 KSNV	10/08/1	2 10/09/12	News 3 at 4 (1/2) News 3 at 4	hr) CM	4-430p	MT	:30	2	\$700.002	0.00 NM	2	\$1,400.00
NEWS												
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/ E 20 KSNV		2 10/05/12	MT News 3 at 4 (1/2	hr) CM	\$700.00 4-430p	0.00 WTF	:30	3	\$700.002	0.00 NM	3	\$2,100.00
L 20 ((0)11	1070071	2 10/00/12	News 3 at 4	iii j	4-400р	W11	.00	J	ψ100.002	0.00 14101	3	ΨΖ, (00.00
NEWS												
<u>Sta</u> Week: 10/	<u>irt Date</u> /01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$700.00	<u>Rating</u> 0.00						
			News 3 at 430pm	CM	430-5pm	WTF	:30	3	\$700.002	0.00 NM	3	\$2,100.00
			News 3 at 4:30PM	Л	•				·			,
NEWS	ort Data	End Data	Mookdova	Spots/Week	Data	Dating						
<u>عاد</u> Week: 10	<u>rt Date</u> /01/12	End Date 10/07/12	<u>Weekdays</u> WTF	<u>spois/week</u>	<u>Rate</u> \$700,00	Rating 0.00						
E 22 KSNV			News 3 at 430pm	CM	430-5pm	MT	:30	2	\$700.002	0.00 NM	2	\$1,400.00
NEWO			News 3 at 4:30PM	Л								
NEWS Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	MT	2	. —	0.00						
E 23 KSNV	10/08/1	2 10/09/12	•	CM	5-630p	MT	:30	2	\$1,100.002	M/4 00.0	2	\$2,200.00
NEWS			M-F Early News									
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10	/08/12	10/14/12	MT	2	\$1,100.00	0.00						
E 24 KSNV	10/03/1	12 10/05/12	•	CM	5-630p	WTF	:30	3	\$1,100.002	0.00 NM	3	\$3,300.00
NEWS			M-F Early News									
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10.		10/07/12	WTF		\$1,100.00	0.00	-00		#4 000 000	0.00.10.		<b>##</b> ### ##
E 25 KSNV	10/03/	12 10/05/12		CM	657-730p	WTF	:30	3	\$1,200.002	0.00 NM	3	\$3,600.00

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National Republican Senatorial Committe

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Product Desc:

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KSNV

Flight Date	S
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10/02/12 - 10/09/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots Rate Pri	Rtg Type S	pots	Amount
			M-F Jeopardy M-F Jeopardy								
JEP											
_	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	10/01/12 IV 10/08/1	10/07/12 2 10/09/12	WTF M-F Jeopardy	CM	\$1,200.00 657-730p	0.00 MT	:30	2 \$1,200.002	0,00 NM	2	\$2,400.00
E ZO KON	10/00/	2 10/03/12	M-F Jeopardy	Civi	001-130p	V	,50	2 \$1,200.002	O,OO (NIVI	2	φ2,400.00
JEP											
_	Start Date	End Date	<u>Weekdays</u> MT	Spots/Week	Rate	Rating					
	10/08/12 IV 10/08/1	10/14/12	M-F Wheel		\$1,200.00 730-758pm	0.00 MT	:30	2 \$1,200.002	0.00 NM	2	\$2,400.00
LZ7 KON	10,001	2 10/00/12	M-F Wheel of Fo		100-700pm	1-11	,00	2 \$1,200,002	0.00 (4)(/)	_	Ψ2,-100.01
WHE											
_	Start Date 10/08/12	<u>End Date</u> 10/14/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00					
		10/14/12	M-F Wheel	CM	730-758pm	WTF	:30	3 \$1,200.002	0.00 NM	3	\$3,600.0
L 20 1(01)	44 10,000	12 10/03/12	M-F Wheel of Fo	= :	700-700pm	****	.00	σ ψ1,200.002	0.00 1110	3	ψυ,σσσ.σ
WHE											
_	Start Date	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00			1		
	10/01/12 JV 10/03/1		M-F News 3 at El		- \$1,200.00 11pm-1135pr		:30	3 \$1,100.002	0.00 NM	3	\$3,300.0
LZ3 KOK	10/03/	12 10/00/12	M-F News 3 at E		триттоорі		.00	σ ψ1,100.502	0.00 14141	J	ψ5,500,0
NEW	/S										
_	Start Date 10/01/12	End Date 10/07/12	<u>Weekdays</u> WTF	Spots/Week	<u>Rate</u> \$1,100,00	Rating					
			M-F News 3 at El		\$1,100.00 11pm-1135pr	0.00 m MT	:30	2 \$1,100.002	0.00 NM	2	\$2,200.0
L SO KOK	10/00/	12 10/03/12	M-F News 3 at E		Прин-поорі		.00	2 \$1,100.002	0.00 1111	2	Ψ2,200.0
NEW											
_	Start Date	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u>	Rating 0.00					
	10/08/12 JV 10/08/	10/14/12	www.		\$1,100.00 1135p-1237a		:30	2 \$450.002	0.00 NM	2	\$900.0
201 1101	10,00,	12 10/00/12	Tonight Show	.,	1100p 12010			2 4100.002	0.00 11111	_	ψοσο.ο
	SHOW										
-	Start Date 10/08/12	End Date 10/14/12	<u>Weekdays</u> MT	Spots/Week 2		Rating 0.00					
		12 10/05/12			1135р-1237а		:30	3 \$450.002	0.00 NM	3	\$1,350.0
		,	Tonight Show					7		·	<b>4</b> 1,000.0
	SHOW	- 15 (		O		<b>-</b>					
	Start Date 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$450.00	Rating 0.00					
			Wed PR 9-10p	CM	9-10pm	W	:30	1 \$2,200.003	0.00 NM	1	\$2,200.0
200 NO.	101001	10,00,	Wednesday Prin		C 10p			, 42,200,000	0.00 71111	,	Ψ2,200.0
PRIM											
-	Start Date 10/01/12	End Date 10/07/12	<u>Weekdays</u> w	Spots/Week	<u>Rate</u> \$2,200.00	Rating 0.00					
h			Fri PR 8-9p	CM '	φ2,200.00 8-9pm	F	:30	1 \$1,900.003	0.00 NM	1	\$1,900.0
201 110.	10,00,	12 (0,007)2	Friday Prime 8-9		C 0p	·	,,50	, 41,000,000	0.00 1	•	Ψ, μουσιο
DLIN			4 4								
	Start Date 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$1,900.00	Rating 0.00					
		12 10/06/12	<del></del>		6a-7a	S-	:30	1 \$350.001	0.00 NM	1	\$350,0
200 1101	10,00	12 (0,00,12	News 3 Sunrise		<b>7</b> 4 14	_	.00	, 40001001	0,00 1,1141	,	Ψ000,α
BEV											
	Start Date 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$350.00	Rating 0.00					
			Saturday Today	CM	7a-9am	0.00 S-	:30	1 \$600.002	0.00 NM	1	\$600.0
((3)			Saturday Today	J		J	.55	, 4000,002	0.00 1111		Ψ000.0
	TODAY		•								
	Start Date 10/01/12	End Date 10/07/12	<u>Weekdays</u> S-	Spots/Week		<u>Rating</u> 0.00					

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Order / Rev: 100292 Advertiser: National Republican Senatorial Committee

Alt Order #: 06809751 Product Desc: NRSC 2012

Flight Dates: 10/02/12 - 10/09/12 Estimate:

News 3 Totaly - SAT UNIDAY   News 3 Totaly - SAT UNIDAY	Ln Ch S	tart	End	Inventory Code		Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
New   Start Date				•									
Best   10001/12   1000712   10008/12   100	NEWS			, tollo b roda, c	<i></i>						_		
Big   Column   Colu					Spots/Week								
Wind   Date   Start Date   End Date   Weekedays   Spots   Spots   Start Date   St				····	NVW/PegM	· · · · · · · · · · · · · · · · · · ·		.30	1	¢325.003	0.00 NM	1	¢225.00
Siart Date   Siart Date   Meek 10/07/12   10/07/12	L 30 N314V 10.	700/12	. 10/00/12	•	•	OO 1-Opin	3-	.50	,	φ323.003	O.OU INIVI	,	φ323.00
Say   Say				•									
Start Date					Spots/Week		_						
PRIME   Start Date   Start Date   Meek days   Spots/Week   1000/10   Sa-Su News 3 at Eleven   Spots/Week				<del></del>	CM			:30	1	\$1,000,003	0.00 NM	1	\$1,000,00
Start Date   End Date   Week   100/01/2   100/0712				•					•	V.,,	0,00	•	41,000.00
Section   Sect			E-15-1-	1671-1	0	D-1-	D - C- ·						
Ref							·						
NEWS   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00				Sa-Su News 3 at				:30	1	\$1,000.002	0.00 NM	1	\$1,000.00
Start Date   End Date   Weekdays   Spots/Week   Rate   New   New				Sa-Su News 3 at	Eleven		•						
Week: 10/01/12   10/07/12		ata	End Date	Maakdays	Snote/Mieek	Doto	Patina						
Saturday Night Live   Start Date   Saturday Night Live   Start Date   Night Live   Start Date   Night Live   Night Live													
SNL   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	E41 KSNV 10	/06/12	2 10/06/12	Saturday Night Liv	ve CM		2amS-	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
Start Date   Meek 10/01/12   10/07/12   10	CNII			Saturday Night Li	ive								
Week: 19/01/1/2   19/07/12   19/07/12   News 3 Sunrise - SUND&M   6a-7a		ate	End Date	Weekdays	Snots/Week	Rate	Rating						
News 3 Sunrise SUNDAY   Start Date   End Date   Sunday Today   Sunday Today Tod													
War   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Syots/Week   Rate   Rating   Syots/Week   Rate   Syots/Week   Rate   Rating   Syots/Week   Rate   Syots/Week   Syots/Week   Rate   Syots/Week   Syots	E 42 KSNV 10	/07/12	2 10/07/12			6a-7a	s	:30	1	\$350.001	0.00 NM	1	\$350.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Sating   Sunday Today   Sunday Today	WAKE UP			News 3 Sunrise S	SUNDAY								
Week: 10/01/12   10/07/12   10/07/12   Sunday Today   CM   7a-8am		ate	End Date	Weekdays	Spots/Week	Rate	Rating						
Sun ToDay   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	Week: 10/01/	12											
SUN TODAY   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	E 43 KSNV 10	)/07/12	2 10/07/12	• •	CM	7a-8am	5	:30	1	\$500.002	0.00 NM	1	\$500.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	SUN TODA	·Υ		Sunday Today									,
E 44 KSNV 10/07/12 10/07/12 Meet the Press CM 8a-9am			End Date		Spots/Week	Rate	Rating						
MTP   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating					<u>'</u>	•	0.00				,		
MTP   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	E 44 KSNV 10	)/07/12	2 10/07/12		CM	8a-9am	S	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
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Alt Order #: Flight Dates:

10/02/12 - 10/09/12

Estimate:

Ln Ch Star	t End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
		Sa-Su News 3 at	Eleven						,		
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		Face to Face w/	J.Ralston	ŕ							
FACE											
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Week: 10/01/12	10/07/12	WT	1	\$200.00	0.00						
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